



## JOB DESCRIPTION

### ASSOCIATE BRAND MANAGER

REPORTS TO: SENIOR BRAND MANAGER – VENDOR BRANDS

#### POSITION SUMMARY

Responsible for managing new and existing vendor lines for the companion animal and equine category. Coordinates marketing and promotional campaigns with vendor partners to help maximize Durvet's market penetration. Works with the brand management team to develop comprehensive product marketing plans, including pre-launch, launch, and life cycle management.

#### KEY RESPONSIBILITIES

- Develop and maintain strong customer and vendor relationships.
- Assist in evaluating potential new vendor lines and ongoing evaluation of existing ones.
- Assist in establishing goals and managing rebate opportunities with vendors.
- Manage and negotiate vendor line margins.
- Conduct research to identify market trends and target customers' preferences.
- Perform competitive analysis regarding products, promotions, pricing strategies, and positioning.
- Identify the impact of critical external markets and competitive developments and trends.
- Assist in developing and defining the marketing plan's key elements (pricing, sales, communication strategy, etc.).
- Develop and implement category strategies with the brand management team based on knowledge of portfolio, market segments, profitability expectations, product cost, and market conditions.
- Present marketing strategies and opportunities to the brand management team and other management as required.
- Participate in departmental meetings and provide updates on activities.
- Create project timelines for assigned vendors, products, and programs.
- Assist with establishing product and marketing forecasts to be communicated to and reviewed with the purchasing team.
- Collaborate with the marketing team in the planning and execution of trade shows, sales meetings, and other company marketing programs.
- Validate and consolidate sales forecasts in support of the purchasing team.
- Provide the data to prepare and update sales forecasts for existing and new product lines.
- Utilize Focus reports to target and analyze market penetration of essential products and lines.
- Work with purchasing and sales teams to manage short-dated or slow-moving inventory.
- Assist in regulatory compliance and issue resolution as needed.
- Performs other assigned duties as may be required in meeting company objectives.

#### MINIMUM QUALIFICATIONS

1. Bachelor's degree in marketing, communications, or agriculture-related discipline.
2. 5 or more years of marketing, sales, or product management.

3. Minimum of 5 years of animal health industry experience preferred; non-related areas considered.
  - a. Experience in farm and home OTC marketing, sales, and distribution is a plus.
  - b. Experience managing companion animal and equine categories are an advantage.
4. Excellent oral and written communication skills.
5. Ability to solve problems and seek solutions with minimal supervision.
6. High attention to detail.
7. Must be able to adhere to timelines strictly.
8. Collaborate and effectively communicate with various teams within the company and externally.
9. Must possess strong organizational and leadership skills to perform in a fast-paced environment.
10. Overnight travel as required to support Durvet activities.
11. Proficient in MS Office applications, Teams, and project management software (Asana)

## **PHYSICAL DEMANDS**

- Ability to sit and stand for extended periods.
- Ability to read computer screens, written documents, and email.

## **LOCATION**

This position offers a flexible work arrangement, with most work conducted remotely. However, in-office presence in Blue Springs, MO, will be necessary for vendor meetings, team meetings, collaboration, and other on-site activities as required.

*The above statements describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their typical responsibilities occasionally, as needed.*